

ABSTRACT OF THE DISCLOSURE

A merchandising cooler has a thermoelectric cooling module with a thermoelectric array. Direct current is supplied to the thermoelectric array, thereby producing a cold side and a hot side. The thermoelectric array is mounted in an insulated container so that either the cold side or the hot side is in thermal communication with the interior space of the container and the other side is in thermal communication with the ambient environment. Depending on the arrangement and current flow, the device can either cool or heat displayed merchandise.